

Mopar® Reveals First 2013 'Top Eliminator' Winner

Customized and Performance Vehicle Program to Select Second Winner at Upcoming 'Carlisle Chrysler Nationals'

- First 'Top Eliminator' winner selected at 'Mopars in the Park' in Farmington, Minn.
- Miles Watsko's 1964 Plymouth Savoy takes first Top Eliminator prize of 2013
- Additional winners will be selected at Carlisle Chrysler Nationals and the Indianapolis NHRA U.S. Nationals events; fourth winner to be selected online
- Winners from 'Mopars in the Park' and Carlisle Chrysler Nationals will be featured in the Chrysler Group display space at the Woodward Dream Cruise, in Detroit on Aug. 17

July 8, 2013, Auburn Hills, Mich. -

Chosen from more than a thousand customized Chrysler brand vehicles on display at last month's 29th Annual "Mopars in the Park" car show in Farmington, Minn., the first Mopar 2013 "Top Eliminator" program winner was announced as Miles Watsko of Manitoba, Canada, for his 1964 Plymouth Savoy. In recognition for being named a Mopar "Top Eliminator", Watsko will have his winning entry showcased in the Mopar display area at the world's largest one-day classic car event; the Woodward Dream Cruise in Detroit, Mich., on Aug. 17, 2013.

"The passion Miles (Watsko) has for his car is to be commended and recognized, and we are happy to give him the honor of the first Mopar "Top Eliminator" of 2013," Tricia Hecker, Mopar Marketing Director said. "We are thrilled to host his amazing 1964 Savoy at the Woodward Dream Cruise, one of the best places to be for true heritage, muscle and dream vehicles."

The long-running customized and performance vehicle program shines a light on passionate and dedicated Mopar enthusiasts who display unmatched skill in modifying or preserving a classic or modern-day Mopar vehicle. Candidates are judged by a panel of Mopar representatives on a number of criteria, including Mopar content, overall appearance and additional benchmarks.

"I would like to express my sincere appreciation to the entire Mopar team for the recognition of the 'Top Eliminator' award for my work and effort on restoring my '64 Savoy," said Watsko. "It is hard to describe the overwhelming feeling of excitement and pride this award has given both my family and me."

Watsko's winning car represents his vision of a classic Mopar model, showcasing the "stripped down, go fast look" of a 1964 muscle car. Vehicles of that genre and era could be seen at cruise hangouts during the week and the local drag strip on the weekend but 1964 was an especially important year for Mopar with the introduction of the 426 HEMI race engine and the success the Plymouth had in sweeping the top three positions at the famous Daytona 500 race. Additionally, the upgraded Max Wedge and the newly introduced HEMI dominated Drag Strip action that same year.

What might be most impressive about Watsko's customized vehicle is that it was initially purchased as a four-door parts car destined to contribute to the restoration of a two-door Savoy in rough condition. The outstanding quality of the work performed on the winning entry by Watsko was what inspired judges to deem it worthy of a being displayed as a "Top Eliminator" so that Mopar fans would be able to get a second and third look – outside, inside and underneath.

Another winning entry will be chosen from the Mopar "Top Eliminator" competition being held in Carlisle, Pa., on July 12-14 at the Carlisle Chrysler Nationals.

The restoration and customization efforts of the two victors will be recognized by having their vehicles showcased in the Mopar display area at renowned Woodward Dream Cruise in suburban Detroit, traditionally held every year on the third Saturday in August.

As a new addition to the program, the third Mopar "Top Eliminator" vehicle selection will focus on the top rides that will race down the track at the NHRA U.S. Nationals in Indianapolis this Labor Day weekend in September. Mopar will recognize a Sportsman racer who competes in a Chrysler Group vehicle with the "Top Eliminator" trophy, and the

chance to lead the HEMI Challenge parade during the event. Similar to the current “Top Eliminator” criteria, this program expansion honors an entrant’s performance and personal statement brought to life in the vehicle they compete in during race weekends.

Candidates for a fourth “Top Eliminator” winning vehicle will be selected online allowing aficionados to upload images of their Moparized ride, with a fan vote selecting the best among those posted.

Mopar Brand

Mopar is Chrysler Group LLC’s service, parts and customer-care brand and distributes 280,000 parts and accessories. With the creation of the industrial alliance between Chrysler Group and Fiat S.p.A., Mopar is extending its global reach, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Mopar’s global portfolio includes more than 500,000 parts and accessories that are distributed in more than 130 markets. Mopar is the source for genuine parts and accessories for Chrysler Group brands as well as Fiat brands.

Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler Group and Fiat vehicles – a direct connection that no other aftermarket parts company can provide. A complete list of Mopar accessories and performance parts is available at www.mopar.com.

Mopar-first Features

Mopar has introduced numerous industry-first features including:

- **Vehicle-information apps:** first to introduce smartphone vehicle-information applications, a new channel of communication with customers
- **Electronic owner manuals:** first to introduce traditional owner manuals in a DVD and brief user-guide format. First to offer complete vehicle-information kits in Spanish
- **Wi-Fi:** first to offer customers the ability to make their vehicle a wireless hot spot
- **Wireless charging:** first to introduce in-vehicle wireless charging for portable devices
- **Electronic Vehicle Tracking System (EVTS):** first to market with interactive vehicle tracking device that sends owner a text when vehicle is driven too fast or too far based on pre-set parameters
- **wiAdvisor:** first to provide factory-connected tablet technology in the service lane for instant vehicle diagnosis
- **wiTech:** first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network
- **2011 Mopar Challenger Drag Pak:** first to introduce a 500-plus cubic-inch V-10 drag-race package car

More than 75 Years of Mopar

Mopar (a simple contraction of the words Motor and PARTs) was trademarked for antifreeze product in 1937. The Mopar brand made its mark in the 1960s – the muscle-car era. The former Chrysler Corporation built race-ready Dodge and Plymouth “package cars” equipped with special high-performance parts. Mopar carried a line of “special parts” for super-stock drag racers and developed its racing parts division called Mopar Performance Parts to enhance speed and handling for both road and racing use. The brand has expanded to include technical service and customer support.

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